11) FICCI established in 1927 by _____ and Purushottam Das Thakurdas.
   a) Mahatma Gandhi
   b) Ptd Jawaharlal Nehru
   c) Sardar Patel
   d) G D Birla

12) Duty remission scheme is also known as_____ scheme.
   a) Duty passbook
   b) Duty free import
   c) Duty drawback
   d) Duty entitle

Q:1 B) **State whether following statements are True or False (Any 10)**   10
   1) There are multiple currencies involved in export marketing.
   2) Recession in the world, poses a problem for Indian exporters.
   3) Foreign tourist visiting India boosts India's services export.
   4) TRIMs agreement is favourable to poor and developing countries.
   5) Customs Union is the highest level of economic integration.
   6) Bilateral quotas are fixed without prior consultations with the exporting countries.
   7) Kanpur is a town of export excellence for textiles.
   8) STP Units enjoy duty free import benefits
   9) e- BRC is Bank Recollection Certificate.
   10) IIP is an autonomous body registered under Partnership Act.
   11) IGST can refund to the exporters with the help of two options.
   12) The rate pertains only to special products is called special rate.

Q:2 Answer any two of the following: 15
   a) Explain the importance of exports for exporting firms.
   b) What are the risks involved in export marketing?
   c) Give details of India's region-wise export trade since 2015.

Q:3 Answer any two of the following: 15
   a) Distinguish between Tariff and Non-tariff barriers.
   b) Explain the impact of TRIPs and GATS agreement of WTO on export trade.
   c) Describe the steps in overseas market selection process.

Q:4 Answer any two of the following: 15
   a) Write an essay on India's Foreign Trade Policy 2015-20.
   b) Explain the negative list of exports in India.
   c) Elucidate the benefits available to Towns of Export Excellence.

Q:5 Answer any two of the following: 15
   a) What is ASIDE? Explain its features.
   b) Explain the various functions of the Commodity Boards (CBs) of India.
   c) Describe the Export Promotion Capital Goods (EPCG) Scheme.

Q:6 Write Short Notes on (Any 4)   20
   a) Features of export marketing
   b) Domestic marketing V/S Export marketing
   c) NAFTA
   d) Need for overseas market research
   e) Deemed exports
   f) IRMAC

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Time: - 03Hours

Marks:- 100

Note: 1. All questions are compulsory.
2. Figures to the right indicate full marks.

Q.1 (A) Select the most appropriate answer from the option given below. **(Any Ten)**   **10**

1. Marketing Research is used to learn more about _____.
   a) Consumer   b. Market   c. Competitor   d. All of these

2. Marketing Research useful for _____ of industries.
   a) Small Industries   b) Mid-Type Industries c) Big size Industries
   d) All type f industries

3. Marketing research is a branch of _____ science.
   a) Physical   b) Psychological c) Social d) Natural

4. _____means testing the rough draft of proposed questionnaire with a small group of respondents before finalizing it.
   a) Research Design b) Pilot study c) Analysis d) Coding

5. In _____ questions, respondents have to give ranks to the options given in the questionnaire.
   a) Open Ended b) Closed Ended c) Unstructured d) Leading

6. _____ provides direction to carry out research activity systematically.
   a) Research Design b) Data Coding c) Data Analysis d) Data Classification

7. _____ is suitable for lengthy questionnaire.
   a) Mail Survey b) Telephone Interview c) Personal Interview d) All of these

8. _____ sources are available within the company.
   a) External b) Internal c) Census Report d) Govt. Publications

9. _____ are used to collect data from a group of participants gathered in one location at the same time.
   a) Clickers b) PDAs c) Text Messages d) All of these

10. Field editing is done by _____.
    a) Office Supervisor   b) Field Surveyor   c) Respondent   d) Chief Officer

11. Analysis of Data is done _____ tabulation of data.
    a) After b) Before c) During d) At the time of

12. _____uses more statistical analysis.
    a) Quantitative Research b) Qualitative Research c) Focus Group
    d) All of these

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